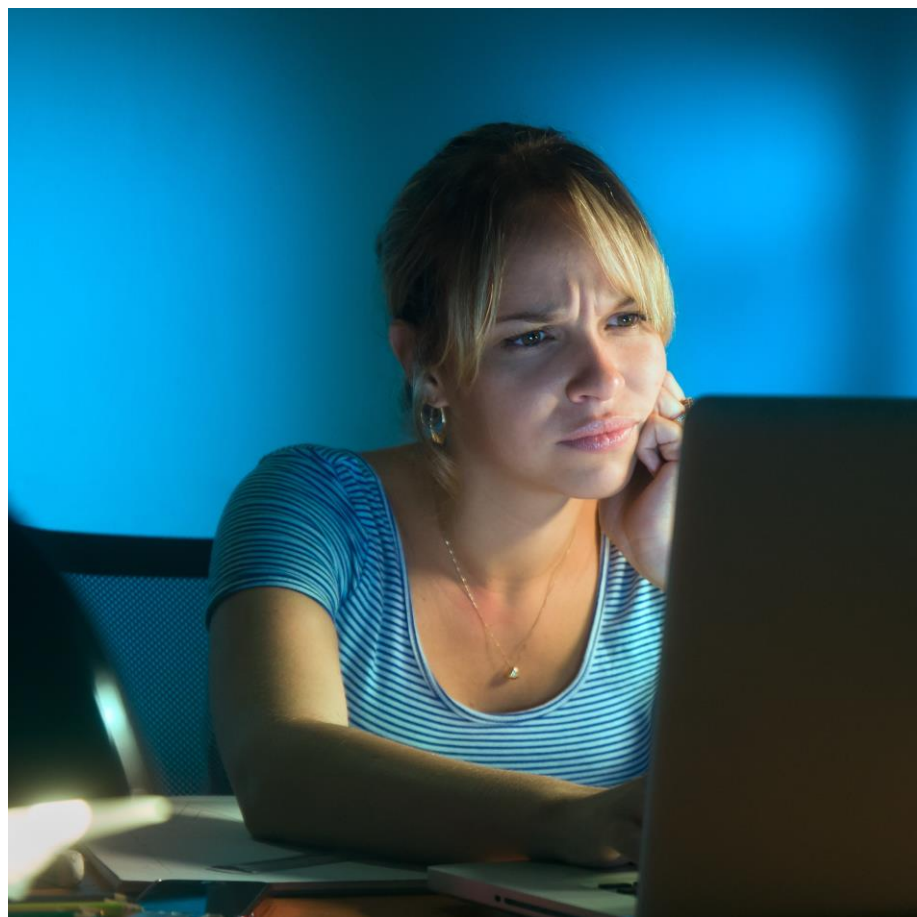




Triad Web Advisors

presents...



# Web Woes

**How Your Website May  
Actually Be Sabotaging  
Your Marketing Efforts**

with Beth Livingston

## My Past

- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer
- IT Business Analyst
- Project Manager



## My Present

- WordPress Solution Provider



- International Speaker
- WordPress Meetup Organizer
- Online Educator



# Your Website...



**...is like a garden.**

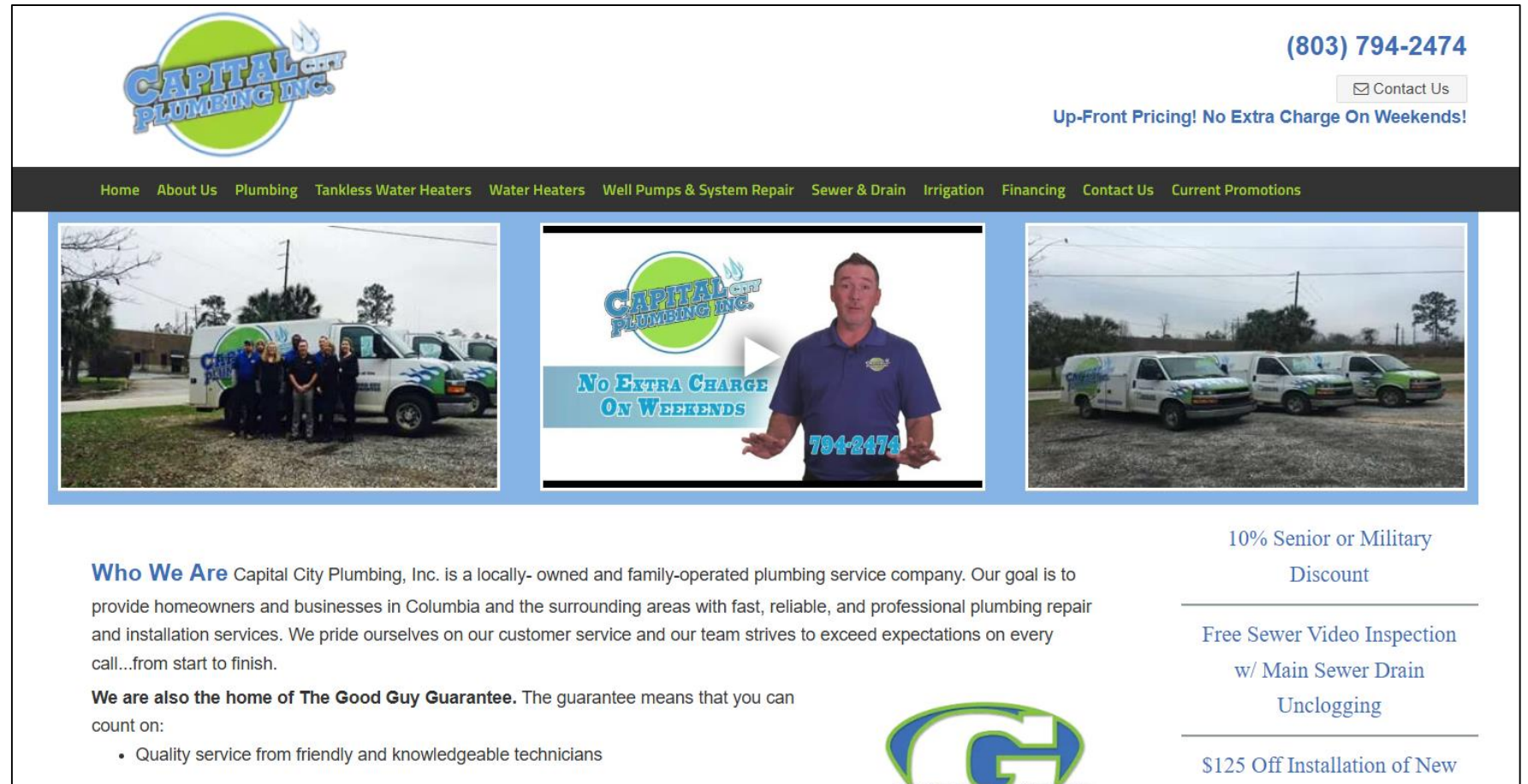
# The Marketing Role of Your Website

## The painful truth

1. Due to the pandemic, the days of the “brochure site” are gone.
2. 81% of consumers do online research before visiting a store.
3. 90% of consumers use the internet to find local businesses.
4. Nobody cares about your mission statement or newsletter.
5. People visiting your site are looking to solve a problem.
6. You have 3 seconds to point them to how you can help.

# The Marketing Role of Your Website

An outdated  
brochure site



The screenshot shows the homepage of Capital City Plumbing Inc. The header features the company logo on the left, the phone number (803) 794-2474 on the right, and a 'Contact Us' button. Below the header is a navigation menu with links for Home, About Us, Plumbing, Tankless Water Heaters, Water Heaters, Well Pumps & System Repair, Sewer & Drain, Irrigation, Financing, Contact Us, and Current Promotions. The main content area is divided into three columns: a photo of the service vans and staff, a video of a technician with a 'No Extra Charge On Weekends' overlay and the phone number, and another photo of the service vans. Below the main content are three promotional offers: '10% Senior or Military Discount', 'Free Sewer Video Inspection w/ Main Sewer Drain Unclogging', and '\$125 Off Installation of New'. A 'Good Guy Guarantee' logo is also visible at the bottom right.

**CAPITAL CITY PLUMBING INC.** (803) 794-2474  
Contact Us  
Up-Front Pricing! No Extra Charge On Weekends!

Home About Us Plumbing Tankless Water Heaters Water Heaters Well Pumps & System Repair Sewer & Drain Irrigation Financing Contact Us Current Promotions

**Who We Are** Capital City Plumbing, Inc. is a locally- owned and family-operated plumbing service company. Our goal is to provide homeowners and businesses in Columbia and the surrounding areas with fast, reliable, and professional plumbing repair and installation services. We pride ourselves on our customer service and our team strives to exceed expectations on every call...from start to finish.

**We are also the home of The Good Guy Guarantee.** The guarantee means that you can count on:

- Quality service from friendly and knowledgeable technicians

10% Senior or Military Discount

Free Sewer Video Inspection w/ Main Sewer Drain Unclogging

\$125 Off Installation of New



# The Marketing Role of Your Website

A modern site that gives clear calls to action to get me to engage.



# The Marketing Role of Your Website

## How Your Website Can Help

- Establish Authority (Content Marketing)
- Provide access to Customer Testimonials and Product Reviews
- “Get found” with **SEO** and Local SEO
- Lead Generation
- **Email Marketing**
- Analytics for Insights and Optimization



# The Marketing Role of Your Website

## Email Marketing



- Click-through rates are **600% higher** than average social media engagement
- Subscribers are nearly **400% more likely** to share your content on social media
- Nearly 8 in 10 consumers believe email is the **best channel** for company contact, preferring it almost twice as much as any other
- Nearly 60% of consumers say email **directly influences** their purchasing decisions



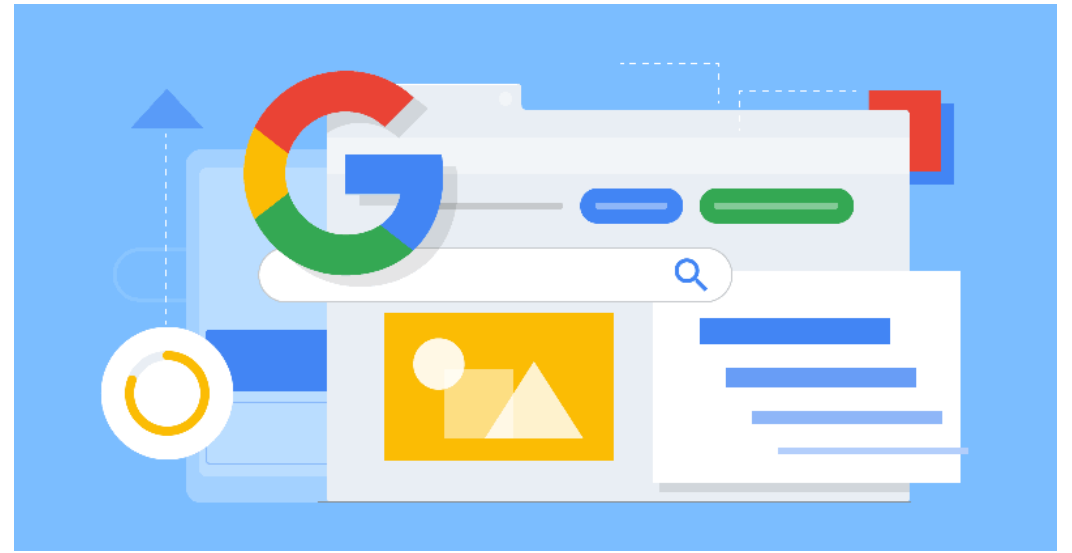
# 10 Ways Your Website Can Hurt You

1. Slow Load Times
2. Outdated or Poor Design
3. Poor Mobile Optimization
4. Lack of Clear Calls-to-Action (CTAs)
5. Confusing Navigation
6. Poor SEO
7. No Analytics or Tracking
8. Unsecure Site (No SSL Certificate)
9. Lack of Fresh Content
10. Not legally compliant



# Google's Ranking Factors

- Core Web Vitals
- Mobile Responsiveness
- Backlinks
- User Behavior
- 2024 Update - Helpful Content



# Website Performance and Its Impacts

- Page Speed
- Image Optimization
- Hosting Quality
- Regular Monitoring



# User Experience: More than Just Design

- Ease of Navigation
- Readability
- Mobile Usability
- Content Structure
- Interactivity



# User Experience: Helpful Content

The **Google Helpful Content** algorithm update focuses on rewarding websites that provide genuinely valuable, people-focused content rather than content designed solely to rank on search engines.



# User Experience: Helpful Content

1. You Need a Blog
2. Focus on Audience Needs
3. Avoid Keyword Stuffing and SEO Gimmicks
4. Offer Original Insights and Value





# User Experience: Helpful Content

5. Be Clear and Transparent
6. Stay Consistent with Core Topics
7. Update and Improve Old Content
8. Use Structured Data to Enhance Content



# User Experience: Accessibility

- Why Accessibility Matters
- WCAG Guidelines
- Color Contrast and Text Size
- Alt Text and Captions
- Accessible Navigation



# Privacy Policies and Compliance

- Legal Requirements
- Data Collection Transparency
- Cookie Banners
- Regular Policy Reviews
- Customer Trust



# Analyzing Your Website's Health

## Content

1. Are you providing helpful content?
2. Do you have clear calls to action above the fold?
3. Are you capturing leads/email addresses and marketing to them?
4. Is your content formatted correctly?
5. Is your content optimized for local SEO?



# Analyzing Your Website's Health

## The Technical

6. Is your site speed acceptable?
7. How does your site look on mobile?
8. How are visitors interacting with your site?
9. Do you have the required legal policies in place?
10. Is your site accessible to challenged individuals?



# In Summary

1. Your website should be an integral part of your marketing strategy because more people are online nowadays.
2. The brochure site is outdated and non-competitive.
3. Your website can be a lead generator and an opportunity to OWN your audience.
4. Due to changing algorithms and AI, you should consider implementing email marketing in conjunction with your website.

**EVERYONE HAS EMAIL!**



# In Summary

5. The 4 areas of most importance in ensuring your website does not damage your marketing efforts are:

- Performance
- User Experience/Accessibility
- Helpful Content
- Legal Compliance

**Please contact  
your website  
provider for help.**

6. Consider having a professional web audit performed so you know where improvements are needed.

# Need Help?



- Full Website Assessments
- Local SEO Services
- Design, Development, and Remediation
- Website Policy Management
- Email Marketing

**[triadwebadvisors.com](https://www.com)**

*Thank You*

**Questions?**



[beth@triadwebadvisors.com](mailto:beth@triadwebadvisors.com)

**Get the slides**

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